

DRAFT AGENDA for SWAC31: Friday, January 25, 2008

7:30 – 9:15am Registration & Continental Breakfast

Breakfast can be enjoyed inside the main building or outside on the Fountain Terrace. You may also take your breakfast with you as you participate in a Peer Group Session.

Performance

Brad Richter

(8:00am – 5 :00pm) Americans for the Arts Bookstore **(pending confirmation)**

Graham Dunstan from Americans for the Arts will be present throughout SWAC31 to sell a diverse selection of books and resources on community development, nonprofit arts administration, and the nonprofit arts sector. Stop by to browse or to talk to Mr. Dunstan about Americans for the Arts resources.

8:00 – 9:00am Peer Group Sessions

Communications, Marketing, and Public Relations Professionals PG

Chris Burawa, Arizona Commission on the Arts

Join us as we discuss ways to communicate with constituents and market your arts organization so that your work remains relevant in your community.

Educators and Teaching Artists PG

Mandy Buscas, Arizona Commission on the Arts

Kim Willey, Arizona Commission on the Arts

Calling all teaching artists, teachers, and arts learning professionals! Join your peers to share information about the wonderful work that you are doing statewide. This informal session will be experiential and include an opportunity to network with colleagues.

Emerging Leaders PG

Alix Hornyan, State and Local Partnerships Intern, Arizona Commission on the Arts

Tia Oso, Arizona Citizens/Action for the Arts

With guidance from the Emerging Leaders AZ Committee

In this peer group session, participants will be encouraged to collaborate and think strategically about partnerships when imagining new programming and projects. Join us to build a network of colleagues that can last a career lifespan! *Emerging Leaders are early-career arts and culture administrators looking to expand their professional network and improve their job-related skills.*

Individual Artists PG

Casey Blake, Arizona Commission on the Arts

Explore the power of networking in a skills and information exchange! Meet to discuss and potentially exchange skills or information necessary to take the next step in achieving your goals as an individual artist.

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Local Arts Agency Administrators, Staff, and Board Members and Public Art Administrators: Partners in Public Art PG

Anne L'Ecuyer, Americans for the Arts

Adriana Gallego, Arizona Commission on the Arts

Mitch Menchaca, Arizona Commission on the Arts

Jaya Rao, Arizona Commission on the Arts

Join your peers and meet with Anne L'Ecuyer of Americans for the Arts to discuss the needs of local arts agencies and public art programs in Arizona. *Local Arts Agencies are private community organizations or local government agencies that support cultural organizations, provide services to artists or arts organizations, and/or present arts programming to the public. Local arts agencies are often the primary managers for public art in communities. Session sponsored by Americans for the Arts.*

What's the Scoop: An Update on National Trends and Issues in the Arts for Administrators, Development Professionals, and Board Members PG

Robert Booker, Arizona Commission on the Arts

In this session, learn about the most current issues facing the national arts industry, with a special emphasis on issues facing the western states and the Arizona arts community. Join us to discuss funding trends, participation initiatives, and best practices in audience retention and development.

9:15 – 10:15am

Poetry Readings and Welcome

Poetry Readings

Frances Sjoberg

Eva Valencia

Description

Welcome Address

Robert C. Booker, Executive Director

Arizona Commission on the Arts

Advocacy Address

Brenda Sperduti, Executive Director

Arizona Citizens/Action for the Arts

Morning Keynote Address Title

Anne L'Ecuyer, Americans for the Arts

Description

SESSION CODES:

PG = Peer Group

P = Practical Session

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10:30 – 11:30am Breakout Session A

Arts Advocacy: Turn your Passion into Power P

Carolyn Allen, State Legislator (invited)

Kimber Lanning, Local First

Robert Meza, State Legislator

Barry Wong, former State Legislator (invited)

Moderator: Brenda Sperduti, Arizona Citizens/Action for the Arts

Be a part of the solution: learn about current legislative issues related to the arts and discover ways to make your voice heard. Join us in discussion with a panel of expert advocates who will share their knowledge about how to effectively communicate with and engage your state and local legislators, and find out what Arizona Citizens for the Arts is doing to engage advocates in efforts to increase arts funding statewide. *Session sponsored by Arizona Citizens/Action for the Arts.*

Building Community Through Movement E

Harper Piver, Freelance Dancer and Choreographer

Jillian Scott, Temenos Dance

Cerrin Lathrop, Temenos Dance

Individuals with any level of movement experience (or none at all!) are invited to discover or rediscover the pleasures of movement exploration. Participants will leave the session with movement activities to use within organizations or classrooms, emphasizing community building and trust.

Native American Art, Culture, Museums – Title TBA Session code

Karl Hoerig, White Mountain Apache Cultural Center (invited)

Dawn Melvin, Arizona Office of Tourism

Herb Stevens, San Carlos Apache Cultural Center (invited)

Wendy Weston, Heard Museum

Mitch Menchaca, Arizona Commission on the Arts

According to the American Association of Museums (AAM), museums are more than places that tell compelling stories, they are trusted sources of knowledge and inspiration, safe places for the exploration of ideas and experiences, vital partners in communities, economic engines, sources of civic pride and accomplishment, catalysts for social change, and partners in a knowledge economy. Tribes create cultural centers to preserve and honor tribal heritage and to present customs and traditions to visitors. In Arizona, Native American culture is at the heart of the landscape, as Native American culture and traditions drive cultural tourism and Native American art serves as an economic engine for tribes. Join us to hear this panel of professionals discuss best practices in educating the field and in maintaining sensitivity towards Native American art, culture, and tribes. Two tribal museum directors – one from the community he now serves and the other coming to his position after a national search – will share their diverse experience as leaders of local tribal cultural centers.

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Planning and Developing your Accessibility Plan P

Eileen Bagnall, ARTability

Jaya Rao, Arizona Commission on the Arts

Do you have a marketing plan? Where's your Accessibility plan? We'll walk you through the process, discuss the legal requirements, and compare successful Accessibility plans from Arizona arts organizations. Join us to discuss the challenges you face as you endeavor to provide access to the arts for people of all abilities, and leave with the tools to develop and implement your Accessibility plan. *Session sponsored by ARTability.*

Replacing the Irreplaceable: Making Sure the Next Director is as Good – or Better than – the Last P

Anthony Radich, Western States Arts Federation

Over the next five years there will be a flood of retiring Baby Boomer arts managers. In addition, seismic changes in the funding and participation patterns in the nonprofit arts are expected to fuel an increase in the velocity of job migration among experienced arts managers. As a result, many senior positions in the nonprofit arts field will open up and organizations need to be prepared to secure the best possible replacements. One way to increase the likelihood of a successful arts leadership transition is to carefully plan for it. In this session, participants will be briefed on the components of a successful transition plan, receive copies of a draft transition process, and have an opportunity to discuss their transition challenges. *Session sponsored by Western States Arts Federation.*

When You Say *Evaluation*, What Does that Mean Exactly? P

Roberto Bedoya, Tucson Pima Arts Council

Shannon Cain, Kore Press

Ron May, Stray Cat Theatre

Kevin Vaughan-Brubaker, Phoenix Office of Arts and Culture

Chris Burawa, Arizona Commission on the Arts

Most arts organizations use some means to assess or evaluate the impact and relevancy of their programs. In most cases, we use the standard audience questionnaire. But how effective is this tool? And how much can we rely on this simplified data? This panel of experts will discuss other ways organizations have conducted evaluations—from conducting detailed research on comparable agencies in the field to asking performers to assess their onstage experiences.

11:45am – 12:45pm Breakout Session B

Americans for the Arts: Arts and Economic Prosperity III C

Anne L'Ecuyer, Americans for the Arts

Arts and Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences documents the key role played by the nonprofit arts and culture industry in strengthening our nation's economy. This study demonstrates that the nonprofit arts and culture industry is an economic driver in communities—a growth industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Join Anne L'Ecuyer, Associate Vice-President of Field Services at Americans for the Arts, as she discusses the research and findings from this study that continue to be among the most frequently cited statistics used to demonstrate the impact of the nation's nonprofit arts industry on the local, state, and national economy. *Session sponsored by Americans for the Arts.*

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Arts Learning Advocacy: Getting to Know Your Authorizer P

Onnie Shekerjian, Tempe City Council

Bonnie Sneed, Arizona Alliance for Arts Education

Mandy Buscas, Arizona Commission on the Arts

Kim Willey, Arizona Commission on the Arts

Learn who to talk to, how to make connections, and what to say. In this session we will pull back the curtain to reveal the diverse cast of authorizers involved in arts learning programming for youth. Join us to gain useful tips to develop your individual advocacy skills and learn how to encourage advocacy among parents, educators, and artists. Together we can ensure the arts remain a part of Arizona's basic PreK-12 education.

Festival Manager Wanted: Apply Within P

Shannon Daut, Western States Arts Federation

Veronica Martinez, Alliance for Audience and ShowUp.com

Mitch Menchaca, Arizona Commission on the Arts

Festivals create vibrant opportunities for communities to share traditions and celebrations, for cultural preservation, educational, and collective or personal reasons. They usually include music, dance, art, food, and demonstrations, and are often the first point of entry for a person's experience with arts and culture activities. Festival and event management can be a rewarding and wonderful experience, but can also be tedious and thankless. Learn about trends and opportunities in the festival field, network with colleagues from around the state, and discover you are not alone in this business.

Making Music: Even Andrew Can Sing! E

Kim McCreary, Arizona Women in Tune

"But I don't play an instrument." "No, really, you don't want to hear me sing..." If the idea of creating music brings these thoughts to mind, then this is the place for you. In this session, individuals with any level of music experience (including none at all!) will become part of a group expression of music. Together we will discover simple techniques for creating music that can be used to build community and trust.

Transforming the Boardroom Ballet P

Herb Paine, Paine Consulting Services

Robert Booker, Arizona Commission on the Arts

In this session, governance expert Herb Paine will outline a new choreography for high performance board work in nonprofit arts organizations. Participants will learn the steps and movements necessary to transform organizational board members to organizational champions. *Session sponsored by the Arts and Business Council of Greater Phoenix.*

Wide-Open Marketing: Strategies for Getting the Word Out for Artists and Arts Organizations P

Cathy Arnold, Phoenix Art Museum

April Bojorquez, Central Arizona Museum Association

Jason Czerwinski, The Trunk Space

Daniel Martin Díaz, Artist

Chris Burawa, Arizona Commission on the Arts

The death of old-school marketing techniques has been largely exaggerated. And though a web presence is now the norm for arts organizations and artists of all disciplines, time-tested "traditional" marketing techniques are still being used, but in nontraditional ways. This panel will discuss why there is no reason to panic, and how you can use both old and new methods in tandem to promote your programming or art to great effect.

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12:45 – 1:45pm **Lunch**

Lunch can be enjoyed in the ----- Room or outside on the Fountain Terrace.

Performance

Capoeira Brasil Arizona

1:45 – 3:00pm **Keynote Address**

Performance

TBA

Keynote Address: From Vision to Fruition

“Transforming an Abandoned Warehouse in an Undesirable Neighborhood into a Thriving Arts Center”

*Carla Perlo, Founder/Director
Dance Place, Washington DC*

Description

3:15 – 4:15pm **Breakout Session C**

Commission 101: Grants 102 P

*Ginny Berryhill, Arizona Commission on the Arts
Diana Marczak, Arizona Commission on the Arts*

You have submitted a grant application in EGOR – now what? What else can EGOR do? In this session, learn how to navigate EGOR, complete essential final reports, and see what information is available to you as you build a history of grants over the years. We will also explore the deep mysteries of the grant award payment process. Bring your questions!

A Foundation for Success: Arts Organizations as Property Owners and Catalysts for Revitalization C

*Carla Perlo, Dance Place
Kip Culver, Cobre Valley Center for the Arts (invited)
Karen Falkenstrom, Odaiko Sonora*

TBA

Jennifer Tsukayama, Arizona Commission on the Arts

We all need *space*: for rehearsal and performance, experimentation and exhibition, for stability and room to grow. But with mounting, prohibitive rental fees and intense competition for existing affordable space, many artists and organizations are being priced out of the market. Complicating matters are Arizona's growing number of large-scale arts centers, providing indisputable value to communities, but financially inaccessible to many artists and arts organizations, as well as the volatile real estate market. Panelists for this session chose to manage their operations from a powerful but risky position – as owners of property. Panelists will discuss the potential and pitfalls of real estate ownership for artists and arts leaders, offer advice to those who might step into the real estate game, and explain the ways in which arts organizations can serve as anchors for the revitalization of communities.

Percent for Art/Public Art – Title TBA Session code

*Adriana Gallego, Arizona Commission on the Arts
Kevin Vaughan-Brubaker, Phoenix Office of Arts and Culture*

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3:15 – 5:00PM Connections Café

Roster Artists Fair
Service Organization and Peer Consultant Display Tables
Afternoon Dessert and Coffee

Connections Café 2008 is the place to...Connect, Create, and Collaborate.

Join us in the Connections Café for dessert, coffee and networking! Connect with multiple teaching artists from our Residency Roster available to provide Artist in Residence and other arts learning programs for your school or organization. Gather information about their services and learn about related resources and funding opportunities.